

MARKETING THE TOURISM BUSINESS



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Extension Bulletin E1405, File 33.7

March 1980

How to Advertise in an Energy Crisis

Introduction

Over 90% of Michigan's domestic pleasure travel is by private automobile. Thus, any action which affects the use of private automobiles will affect domestic pleasure travel. The reduction of gasoline supplies is one such action which could affect private automobile usage and domestic travel patterns.

Although reduction in the supply of gasoline will put some businesses at an advantage, others will be at a disadvantage.*

Probably Be At An Advantage

Center city hotels/motels
Airport hotels/motels
Resort properties on public transportation
In-town restaurants
Suburban restaurants for suburbanites
Auto-train
Fly-drive
All inclusive package tours at one fixed price, preferably to one destination
Condominiums (one destination, cook-in, whole family at one rate)

Probably Be At A Disadvantage

Suburban hotels/motels
Highway hotels/motels
Resort properties not on public transportation
Island resorts over-dependent on air schedules
Out-of-way restaurants requiring car or taxi
Traveling alone
Tours with a high percentage of transportation cost
Large theme parks requiring heavy patronage from other sectors of the country

*Cornell Hotel and Restaurant Administration Quarterly, February, 1974, p. 16+

Advertising Strategies

The affected property may try one of several advertising approaches to minimize the effects of gasoline shortages.

1. Emphasize the closeness of your property. AAA estimates that 85% of all domestic pleasure travel is from within a 300 mile radius.
2. If gasoline stations are closed on Sunday, offer Sunday lodging at a reduced rate as part of a package—to enable the guest to stay over until Monday openings.
3. Advertise your mid-week offerings when gas stations are open.
4. Offer reduced round trip transportation as part of a package.
5. Advertise your location in terms not of the mileage or time from your guests, but the number of gallons of gas they would use to reach you.
6. Offer a tankful of gas at reduced cost to guests who stay with you.
7. Advertise that guests can leave their cars at home, and can participate in a variety of nearby activities in transportation arranged by you.
8. Offer an advisory service giving guests information on gas availability within the market area of your property.
9. Specify the exact *additional* cost of a vacation. For a trip of 600 miles and getting 15 m.p.g., if gas increases 25¢ a gallon the extra cost is only \$10.00.

For more information on the Marketing the Tourism Business series, contact your county Extension office.